

The Superconsumer Opportunity in Dairy, Deli, and Bakery

Project Overview

In 2016 IDDBA set out to produce original research for retailers *and* manufacturers. With advice from industry experts, IDDBA began collaborating with The Cambridge Group to design a three-stage project to be rolled out in 2017 and 2018. Using the Nielsen Homescan database, the team is identifying superconsumers in bakery, cheese, dairy, deli, and prepared foods, and interviewing them to find out what makes them tick. This will reveal the ways they use food to improve their lives, giving us insight into the innovation potential in these categories. This is uncharted territory in our fresh departments.



Who is a superconsumer?

A superconsumer is someone who over-indexes in volume, sales, and profit, and has *passion*. In any given category, they are about 10% of shoppers who drive between 30% and 70% of sales. These engaged and insightful consumers

- eagerly look for new products,
- happily pay price premiums,
- shop the category frequently,
- have above average category knowledge,
- are more open to marketing messages, and
- can articulate and anticipate latent demand.



How will this help the dairy, deli, and bakery industry?

Superconsumers can teach us how to

- grow sales by converting other shoppers into superconsumers,
- identify threats and opportunities for products, and
- provide stories that make powerful testimony.

Project Timeline

June 2017: Initial results presented and made available to IDDBA 17 attendees.

Fall 2017: In depth findings and recommendations released to members.

Winter 2018: Build on learnings to continue to grow sales.

To find out more

Become a [member](#) and attend [IDDBA 17](#) in Anaheim CA June 4-6.

Read [Superconsumers](#) by Eddie Yoon, Principal at The Cambridge Group.

Visit the-superconsumer-page-at-iddba.org.